



U.S. Air Force Electronic Publishing Strategic I



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AGENDA

- Purpose
- Scope
- Mission
- Vision for 2005
- Characteristics of the future environment
- Objectives
- Initiatives, responsibilities, strategies and milestones
- Management structure



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PURPOSE

- Establish the strategic vision for Air Force Electronic Publishing
- Provide the objectives, initiatives, performance measures, goals, strategies, and management framework for achieving the vision

SCOPE

- Air Force-wide life cycle management of electronic and physical administrative publications and forms
- Associated processes for developing, designing, authoring, coordinating, approving, storing, accessing, disseminating, and maintaining



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MISSION

- Provide electronic publishing products and services for administrative publications and forms to Air Force customers world-wide

VISION FOR 2005

- Life cycle management of Air Force Electronic Publishing enables product and service delivery to the end user, regardless of media, at the time and location needed, in peace and in war



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Operational Concept Architecture

BackOffice Execution

Distribution

Access & Dissemination

Product Development

Functional OPR

Desktop Tools

Audio

Video

Text

Images

Authoring

- Coordinate
- Access
- Research

Front-End Toolset

- Guidance
- Service
- Notification

Publishing Management



Pubs Mgr

- Product Analysis
- Guidance
- Policy Formulation
- Media Planning

Forms Mgr



Workflow

Transform Activity

Production & Content Management

Physical Products Procurement & Management

Issue Resolution

Repository

e-files



CD-On-Demand

Service Desk



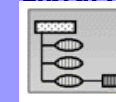
Customer Care

e-Publishing

Web Catalog

- Subscriptions
- Ordering
- e-Forms
- e-Pubs
- Search

e-Distribution Library



User Profile

Non-Connected User



Connected User



Printing Suppliers

GPO, DAPS Contracts

Physical Goods



Publishing Distribution Center

Print-On-Demand



DAPS



Freight, FedEx, USPS ...



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CHARACTERISTICS OF THE FUTURE ENVIRONMENT

- Performance (3)
- Process (11)
- Infrastructure (4)
- Organization (4)
- Information Systems (11)
- People (3)



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PERFORMANCE

- Performance measures are mutually determined based upon the requirements of the end user and the capabilities of publishing managers.
- Publishing products and services have the flexibility to meet performance requirements under adverse conditions and at all levels of conflict.
- Highly reliable and consistent systems minimize the need for human interface.



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PROCESS

- Publishing Management takes advantage of available advanced technology to provide accurate and timely products and services to all users.
- Publishing products and services are provided on a demand basis through standardized and integrated systems.
- Streamlined business operations and simplified processes result in a flexible and responsive process that rapidly responds to changes in mission.
- Performance, financial and cost information are captured throughout the life cycle processes of publishing management.
- Workflow systems manage product data and provide the ability to track the status of products and services throughout their life cycle.



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PROCESS

- Optimized distribution of physical products minimizes handling and redistribution in forward areas.
- Publishing products are developed and service processes are performed in an effective and efficient manner.
- Capability exists for processing classified documents
- Capability exists for joint, interagency and multi-national operations.
- Capability exists for multi-lingual information exchange.
- Publishing management processes are compliant with executive orders, federal law and other agency regulations.



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INFRASTRUCTURE

- Infrastructure is transparent to the end user.
- Infrastructure is sized to support end user needs and national military strategy.
- All products and services, regardless of media, are being provided via an automated infrastructure.
- The environment consists of a mix of public and private resources.



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ORGANIZATION

- Electronic Publishing Management is centralized. This includes processes for digitization of products, cataloging, storage, dissemination and maintenance of record sets for approved products.
- Offices of primary responsibility (OPR) at the Air Force, MAJCOM, FOA, DRU, and Field levels are responsible for the development and approval of new products and for ensuring the validity and currency of existing products.
- Publishing Management Consultants at all levels are responsible for quality control and consulting services to OPRs in the product planning, creation, and revision processes.
- The Document Automation and Production Service (DAPS) is responsible for providing large quantities of digital documents in printed media or CDs to end users.



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INFORMATION SYSTEMS

- The web based system supports the full life cycle management of Air Force products – Developing, Designing, Authoring, Coordinating, Approving, Storing, Accessing, Disseminating, and Maintaining.
- The web based system provides seamless, accurate delivery of on-demand information, regardless of applications or media, anywhere.
- The web based system is integrated, intelligent, interactive, individualized and interoperable.
- Conversion of legacy products is complete and products are contained in databases that are user friendly and globally accessible.
- Connected users are maximized and non-connected users are minimized.
- Portable display and access devices are in common use and are not bound by traditional networks.



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INFORMATION SYSTEMS

- The web based system provides segmented access to Public, Official, Restricted and Classified information products.
- Assured end-to-end communications exist and fully support life cycle processes.
- The web based system operates in a technology advantaged and protected environment.
- Management support tools in a knowledge based environment are deployed to manage processes and information flows.
- Interoperable capability is achieved through open systems design and maximum use of industry and international standards.



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PEOPLE

- Publishing professionals are differentiated by attainment of broad based competency standards.
- Continuing training and professional development are enabled by advanced learning techniques and knowledge management systems.
- Personnel recruiting and retention practices have moved towards commercial practices.



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OBJECTIVES

- *Improve quality* of products and service provided to the end user
- *Reduce cycle time* for the life cycle processes of Electronic Publishing Management
- *Reduce cost* of Electronic Publishing Management
- *Provide effective training and career development* for Electronic Publishing Management professionals



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INITIATIVES

1. Develop standard, web-based life cycle publications processes and applications
2. Migrate all Air Force publications to XML
3. Develop standard, web-based life cycle forms processes and applications
4. Migrate all Air Force forms to data systems/applications compliant with AF XML data standard
5. Develop and validate a repeatable methodology for calculating program cost by fiscal year
6. Develop a continuing professional development program for military and civilians through advanced, web-based learning techniques and knowledge management systems



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Strategic Objectives, Initiatives, Performance

(Objectives: 1 - Improve quality, 2 - Reduce cycle time, 3 - Reduce cost, 4 - Provide training and career development)

Measures and Goals

Initiative

Objective Performance Measure: Goals

1. Develop standard, web-based life publications processes and applications	Objectives 1, 2, 3	% processes standardized, web-based: 50 by 03, 100 by 05 % web-based applications: 50 by 03, 100 by 05 3. # hours to convert and post pubs: 48 by 03
2. Migrate all publications to XML	Objectives 1, 2, 3	% publications migrated to XML: 25 by 02, 50 by 03, 75 by 04, 100 by 05
3. Develop standard, web-based life forms processes and applications.	Objectives 1, 2, 3	% processes standardized, web-based: 50 by 03, 100 by 05 % web-based applications: 50 by 03, 100 by 05 3. # hours to convert and post forms: 48 by 03
4. Migrate all forms to data systems, applications compliant with AF XML	Objectives 1, 2, 3	% capability developed: 100 by 02 % forms migrated to XML: 25 by 03, 50 by 04, 75 by 05, 100 by 06
5. Develop and validate a repeatable methodology for developing program by fiscal year.	Objective 3	. Approval of costing methodology: Approval by Jun 02 . Calculate FY 2001 baseline cost: Jun 02 3. Calculate annual FY program cost: 1 st QTR following F
6. Develop a continuing web-based professional development program for military and civilians.	Objective 4	. % of requirements identified: 100 by Apr 02 . Approval of program: Approval by 02 3. % implementation: 100 by 03



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MANAGEMENT STRUCTURE

- Annual implementation plans required
 - ◆ AFDPO
 - ◆ Major Commands
 - ◆ Direct Reporting Units
 - ◆ Field Operating Activities
- Publishing Transformation Leadership Group (PTLG) established
 - ◆ Senior advisory group to the Administrative Assistant that coordinates implementation of the Electronic Publishing Strategic Plan
 - ◆ Chaired by Director, Air Force Departmental Publishing Office
 - ◆ Membership includes the senior publishing manager from:
 - Major Commands
 - Direct Reporting Units
 - Air National Guard
 - ◆ PTLG meets quarterly or at the call of the chair